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2nd International Conference on Sustainability Development



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PREFACE

If we look at the history, modern CSR movement, which has expanded rapidly over the last twenty years, was born as a result of the insistence of civil society organizations and global level networks. The main concern which is voiced is the behavior of corporations; for the sake of profit maximization, it is common to do unfair and unethical practices, and in many cases it can even be categorized as corporate crime. Some of the giant transnational

Yohannesburg meeting in 2002 which was attended by the leaders of the world gave rise to the concept of social responsibility, which is to accompany the two previous concepts namely economic and environmental sustainability. The principle of sustainability is intended to promote growth, especially for the poor in managing the environment and institutional capacity to manage development, as well as the strategy in which the ability to integrate the economic, ecological, social-valued diversity and socio-cultural are of necessary. It is a fact how the local community resistance, in various places and times come to the surface of the companies that are not considered to pay attention to aspects of social, economic and environmental life. Therefore, as its development, researches on sustainability development also experiences their growth.

Research on sustainability development should be disclosed in a broader dialogue as in an international conference. The conference is expected to accommodate the researchers to foster their thoughts on sustainability development in a wider scale. In addition, this conference is expected to generate ideas in all areas of sustainability development.

This international seminar has attracted interest from researchers, experts, and academia. There are 142 manuscripts submitted to the Committee. Having been reviewed, 115 papers will be presented at the seminar, and 10 will be displayed at poster session. The paper included in this proceedings deal with major areas in the field of sustainability development, such as Macroeconomics, Urban and Regional Planning, Sustainable Agriculture and Food Systems, Education, and Community Empowerment.

We would like to take this opportunity to express our sincere appreciation to the members of Technical Advisory Committee who helped review the papers and maintained high standards for the international conference proceedings.

February 2015

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TABLE OF CONTENTS

PREFACE.....	iii
TECHNICAL ADVISORY COMMITTEE	iv
ORGANIZING COMMITTEE.....	v
TABLE OF CONTENTS.....	vii
COMMITTEE REPORT	xvi
OPENING SPEECH.....	xviii

KEYNOTE SPEAKERS

CORPORATE SOCIAL RESPONSIBILITY IN SUSTAINABLE OIL AND GAS INDUSTRY: THE PETRONAS INITIATIVE <i>DA Bakar and NA Aziz</i>	<i>1-14</i>
GLOBAL SUSTAINABILITY DEVELOPMENT: REPOSITION OF SOCIAL AND CULTURE OF <i>KOLOK</i> PEOPLE <i>Sundani Nuroso Soewandhi.....</i>	<i>15-16</i>
SLUGGISH BUT STRENGTHENING: INDONESIA'S DECLINING DISECONOMIES OF AGGLOMERATION <i>Jennifer Day.....</i>	<i>17-31</i>

TRACK 1. REGIONAL PLANNING, AGRICULTURE, AND ENVIRONMENT SUSTAINABILITY

DIMENSIONAL ANALYSIS ON THE POLICY IMPLEMENTATION OF ECOTOURISM DEVELOPMENT IN BOGANI NANI WARTABONE NATIONAL PARK, GORONTALO PROVINCE <i>Irwan Bempah, E.K.S. Harini Muntasib, Arzyana Sunka, and Rinekso Soekmadi</i>	<i>33-43</i>
SOIL IMPROVEMENT OF NICKEL POST MINING WITH SAGO WASTE TREATMENT <i>Lies Indriyani , Hasbullah Syaf, and Arsy Aysyah Anas.....</i>	<i>44-52</i>
THE CONSERVATION OF ENDEMIC AND ENDANGERED SPECIES <i>KALAPPIA CELEBICA</i> KOSTERM THROUGH CUTTINGS PROPAGATION AND AMF POTENTIAL ASSESSMENT <i>Asrianti Arif, Faisal Danu Tuheteru, and Husna.....</i>	<i>53-65</i>
QUALITY OF MINING GOLD TAILING CONCRETE:CONSISTENCY AND STRENGTH PROPERTIES <i>Amalia and Murdiyoto.....</i>	<i>66-73</i>
SUSTAINABLE TOURISM DEVELOPMENT IN BALI COASTAL AREAS TO BE CREATIVE DESTINATION <i>I Made Bayu Wisnawa, I Ketut Sutapa, and Luh Komang Chandra Dewi.....</i>	<i>74-88</i>
THE INFLUENCE OF COMPOST ON GROWTH AND PRODUCTION OF LOCAL CASSAVA TYPE <i>Sofyan Samad, Abd Wahab Hasyim, Hamidin Rasulu, and Hasbullah</i>	<i>89-93</i>

THE POTENCY OF ETTAWAH DESCENDANT GOAT FECES THAT FED IN DIFFERENT LEVEL OF CONCENTRATE AND FORAGE DIETS AS A SOURCE OF SUISTANABLE ORGANIC FERTILIZER <i>Anak Agung Ngurah Badung Sarmuda Dinata, Anastasia Sischa Jati Utami, and I Wayan Sudarma</i>	94-102
THE DISPARITY ANALYSIS OF DEVELOPMENT BETWEEN REGENCY IN THE EX KARESIDENAN MADIUN, PROVINCE OF EAST JAVA <i>Eko Wahjudi and Hendry Cahyono</i>	103-112
THE IMPACT OF TO BALI TOLL ROAD TO THE ECONOMY OF THE BALINESE COMMUNITY <i>I Putu Astawa</i>	113-116
MOSAIC DISEASE: AS A CHALLENGE FOR SOYBEAN PRODUCTION IN SOUTHEAST SULAWESI <i>Muhammad Taufik, Gusnawaty HS, Asmar Hasan, and Muhammad Danial Rahim</i>	117-124
FACILITATION OF BROILER CHICKEN FARMING BASED ON LOCAL RESOURCES FOR THE COMMUNITY OF KABARUAN SUBDISTRICT, TALAUD ISLANDS, NORTH SULAWESI <i>Revolson Alexius Mege, Josephine Louise Pinky Saerang, Jouke Hendrik Manopo, and Alfonds Andrew Maramis</i>	125-133
EFFECT OF CELL-WALL NITROGEN PROPORTION ON PROTEIN UTILIZATION BY RUMINANT LIVESTOCK: A META-ANALYSIS ACROSS DIFFERENT EXPERIMENTS <i>Sari Putri Dewi, Muhammad Ridla, and Anuraga Jayanegara</i>	134-139
THE STRAWBERRY FRUIT CULTIFATION AS AN AGRO TOURISM AT BEDUGUL (CONCERNING TO SUSTAINABLE TOURISM DEVELOPMENT) <i>Solihin and I Ketut Sadia</i>	140-148
ISOLATION AND IDENTIFICATION OF METHANOTROFIC BACTERIA FROM IRRIGATION RICE FIELD IN GOWA, SOUTH SULAWESI, INDONESIA <i>Maimuna Nonci, Baharuddin , Burhanuddin Rasyid, and Pirman</i>	149-156
AN ANALYSIS ON THE PRODUCTIVITY LEVEL OF ARABICA COFFEE IN BALI <i>I Made Kartika and I Made Darsana</i>	157-165
SCREENING OF EXOPOLYSACCHARIDE PRODUCING BACTERIAL FROM POTATO RHIZOSFER ON SEVERAL SOURCES OF CARBON <i>Mu'minah, Baharuddin, Hazarin Subair, and Fahrudin</i>	166-172
THE LIGNOCELULOTIC POTENTIAL OF ROT FUNGAL TO DECOMPOSITION WASTE OF COCOA POD LEATHER <i>Iradhatullah Rahim, Tutik Kuswinanti , Laode Asrul , and Burhanuddin Rasyid</i>	173-179

THE DESIGN OF ECONOMIC, SOCIAL, AND ENVIRONMENTAL PERFORMANCE MEASUREMENT SYSTEM FOR INDUSTRIAL SUSTAINABILITY <i>Ahmad Mubin</i>	180-186
IMPROVEMENT OF PHYSICAL AND CHEMICAL SOIL RAINFED BIOCHAR THROUGH GIVING LAND IN EFFORTS TO INCREASE PRODUCTIVITY <i>I Putu Sujana, I Made Suryana, and I Nyoman Labek Suyas dipura</i>	187-193
THE EFFECTIVENESS OF CAR-FREE DAY AS AN ALTERNATIVE OF PUBLIC SPACES <i>I Gusti Ayu Andani and Cokorda Javandira</i>	194-201
THE ROLE OF AGRICULTURAL SECTOR IN THE ECONOMY IN SOUTH BALI <i>I Ketut Arnawa, Dian Tariningsih, and Luh Kadek Budi Martini</i>	202-210
DAILY ACTIVITIES JAVA DEER (CERVUS TIMORENSIS) IN CAPTIVITY <i>Deden Ismail</i>	211-218
PATHOGENICITY TEST AND THE INHIBITION OF BACCTERIAL ISOLATES OF BACILLUS SP. AGAINST FUSARIUM OXYSPORUM CAUSING WILT DISEASE IN PLANTS SOLANACEAE <i>I Ketut Widnyana</i>	219-226
PHENOTYPIC AND GENOTYPIC OF SALAK (SALACCA ZALACCA VAR. AMBOINENSIS) CV. GULAPASIR ON DIFFERENT GROWING ENVIRONMENTS <i>I Ketut Sumantra</i>	227-237
ANALYSIS OF WATER QUALITY CHANGES IN THE PAKERISAN WATERSHED <i>Deden Ismail, I Gusti Ayu Andani, and Ketut Sumantra</i>	238-248
STUDY ON CATTLE FODDER AVAILABILITY TO SUPPORT THE DEVELOPMENT OF BALINESE CATTLE IN BALI <i>IGN Alit Wiswasta, I Ketut Widnyana, and Bagus Putu Udiyana</i>	249-255
PLANTING TIME ON THE DRY LAND AT SOUTH OF BALI <i>I Made Sukerta and Bagus Putu Udayana</i>	256-265
EROSION CONTROL MODEL AND WATERSHED MANAGEMENT (DAS) IN SOIL CONSERVATION EFFORTS AND REHABILITATION OF CRITICAL LAND IN BALI <i>I Dewa Nyoman Raka, Putu Nirlam Sucika, I Made Nada, and IGN Alit Wiswasta</i>	266-278
TRADITIONAL TECHNOLOGY ON PADDY RICE PLANTING TO YIELD IMPROVEMENT IN MERTASARI FARMER GROUP IN TABANAN REGENCY <i>Bagus Putu Udiyana and Farida Hanum</i>	279-282
INCREASING BALI CATTLE PRODUCTIVITY WITH WASTE MATERIAL TO IMPROVING FOOD SECURITY <i>Anastasia Sischa Jati Utami, Anak Agung Ngurah Badung Sarmuda Dinata, and I Nyoman Suyasa</i>	283-290

GROWTH AND PRODUCTION OF SUPERIOR NEW RICE VARIETIES (<i>INPARI 7</i> AND <i>INPARI 10</i>) ON DIFFERENT PLANTING SYSTEM <i>Putu Suratmini, S. N. Aryawati, I.B. Aribawa and A.A.N.B.Kamandalu</i>	291-297
WASTE UTILIZATION OF AGRICULTURE TO IMPROVE PRODUCTIVITY BALI CATTLE IN SUPPORTING SYSTEM OF SUSTAINABLE AGRICULTURE <i>N. Suyasa and IAP.Parwati</i>	298-305
SUPPORT PROGRAM <i>SIMANTRI</i> (INTEGRATED AGRICULTURE SYSTEM) IN THE PROVISION OF ORGANIC FERTILIZER ON THE DEVELOPMENT OF ORGANIC COFFEE ARABICA DIRECTION (CASE VILLAGE CATUR, BANGLI) <i>Ida Ayu Parwati and N. Suyasa</i>	306-313
EFFECTIVENESS OF DIRECT SEED SOWING SYSTEM AND BALANCED FERTILIZER ON RICE PRODUCTIVITY <i>Ni Putu Pandawani, I Made Diarta, and I Gede Putra Cahyadi</i>	314-323
REVIEW OF SUPPLY CHAIN OF RICE AND BULOG'S FUNGCTIONS IN INDONESIA <i>Kuntoro Boga Andri, Ni Putu Sutami, and I Made Londra</i>	324-333
STUDY ON DAIRY COOPERATIVE DEVELOPMENT IN INDONESIAN <i>Kuntoro Boga Andri and I Made Londra</i>	334-344
PERFORMANCES OF PRODUCTION AND REPRODUCTION OF BALI COWS IN PADANGBULIA VILLAGE, SUKASADA DISTRICT, BULELENG REGENCY <i>I Made Londra, Kuntoro Boga Andri, and Putu Sutami</i>	345-354

TRACK 2. SOCIAL AND COMMUNITY EMPOWERMENT

THE EMPOWERMENT OF SMALL SCALE FOOD INDUSTRY OF DRIED BANANA BY INTRODUCING A SOLAR DRIER OF COPULA MODELS <i>I Wayan Sweca Yasa, Nazaruddin, and Sukmawaty</i>	356-360
ECONOMIC TRANSFORMATION MODEL OF BLIMBING SARI COMMUNITY <i>I Wayan Ruspendi Junaedi</i>	361-372
EMPOWERMENT INFORMAL SECTOR TO DEVELOP FOOD SECURITY THROUGH LOCAL FLOUR - BASED FOOD INDUSTRY <i>Meylia Elizabeth Ranu</i>	373-379
TAROT CARDS AS TOOLS FOR ILLUMANATION AND BETTER UNDERSTANDING OF THE MEANING OF LIFE <i>I Gusti Made Wendri</i>	380-389

EMPOWERMENT INTELLECTUAL PROPERTY RIGHTS FOR CREATIVE BUSINES OPPORTUNITY TO INCREASED REVENUE <i>Budi Hermono</i>	390-396
WOMEN AS SOUVENIR VENDORS: AN EFFORT TO THE ACHIEVEMENT OF GENDER EQUALITY THROUGH THE STRENGTHENING OF THE ECONOMIC BASE OF THE FAMILY <i>Ni Made Ary Widiastini</i>	397-407
OPPORTUNITIES AND THREATS: DEVELOPING ADVENTURE TOURISM BASED ON QUALITY OF ENVIRONMENT AND SOCIO-CULTURE IN PANJI VILLAGE <i>Nyoman Dini Andiani and Made Ary Widiastini</i>	408-414
WOMEN'S CONTRIBUTION TO INCREASE INCOME AT COMMUNITY FISHING TEMPE LAKE IN WAJO REGENCY <i>Haerunnisa, Sahriah Rahim, and Andi Siswati</i>	415-432
THE FULFILMENT LEVEL OF TRANSMIGRANT HOUSEHOLDS' BASIC NEEDS IN THE DISTRICT OF LADONGI, REGENCY OF KOLAKA, PROVINCE OF SOUTHEAST SULAWESI <i>Aylee Christine</i>	433-440
THE ROLE FOOD SECURITY FOR PUBLIC CONSUMPTION COMPLIANCE IN MAROS REGENCY, SOUTH SULAWESI PROVINCE <i>Suryawati Salam and Andi Gusti Tantu</i>	441-448
GLOBALIZATION AND REINFORCEMENT OF DAE: A REVIEW OF CULTURAL STUDIES OF DEVELOPMENT OF TOURISM IN BALI <i>I Wayan Winaja</i>	449-455
COMMUNITY DEVELOPMENT THROUGH LOCAL POTENCY SUPPORTS GOVERNMENT PROGRAM OF ONE VILLAGE ONE PRODUCT <i>I Ketut Sutarna, I Gede Mudana, and I Made Sukamerta</i>	456-466
TOURISM, GLOBALIZATION, AND GENDER IN BALI <i>I Gede Mudana, I Ketut Sutarna, I Made Sukamerta, and Ni Wayan Ardini</i>	467-472
COMMUNITY EMPOWERMENT THROUGH FACILITATION OF SOYBEAN FARMING IN KABARUAN SUBDISTRICT, TALAUD ISLANDS, NORTH SULAWESI <i>Alfons Andrew Maramis , Revolson Alexius Mege , Josephine Louise Pinky Saerang , Jouke Hendrik Manopo</i>	473-481
ECONOMIC EMPOWERMENT FOR EDUCATIONAL FEMALE IN FARMING AREAS : A CASE STUDY OF TABANAN REGENCY <i>Anik Yuesti</i>	482-486
APPLICATION OF SCIENCE TECHNOLOGY AND ARTS FOR OFFERING MAKERS <i>I Ketut Wardana and Anak Agung Yudi Pramaswati</i>	487-496

PERFORMANCE OF CAPTURE FISHERIES IN RESPECT TO PROGRAM OF ECONOMIC EMPOWERMENT OF COASTAL COMMUNITIES IN KARANGASEM REGENCY: PRODUCTION FUNCTION STOCHASTIC FRONTIER APPROACH <i>I Made Tamba</i>	497-502
THE APPLICATION OF SCIENCE AND TECHNOLOGY ON SCHOOL-OUTDOOR EDUCATION IN BUDUK VILLAGE, BADUNG REGENCY <i>I Gusti Agung Putri Wirastuti, I Ketut Wardana, Anak Agung Istri Yudhi Pramawati</i>	503-510
ECOPRENEURE PERSPECTIVE ON GROUP PELITA BALI DENPASAR (APPLIED SCIENCE AND TECHNOLOGY ON PLASTIC WASTE RECYCLING GROUP) <i>Anak Agung Dwi Widyani and Ni Wayan Rustiarini</i>	511-525
REPRESENTATION OF LESBIAN, GAY, AND TRANSGENDER IN <i>PENJARA</i> ANTHOLOGY OF SHORT STORY: A SOCIOPRAGMATIC OBSERVATION <i>Nyoman Deni Wahyudi and Luh Ketut Sri Widhiasih</i>	516-524
EXISTENCE OF THE CONCEPT OF <i>TRI HITA KARANA</i> IN GUARANTEERING RIGHTS OF (LESBIAN, GAY, BISEXUAL, TRANSGENDER (LGBT) PEOPLE <i>I Wayan Gde Wiryawan and I Made Hendra Wijaya</i>	525-532
WOMEN AS SOUVENIR VENDORS: AN EFFORT TO THE ACHIEVEMENT OF GENDER EQUALITY THROUGH THE STRENGTHENING OF THE ECONOMIC BASE OF THE FAMILY <i>Ni Made Ary Widiastini</i>	533-537
THE ROLE OF LOCAL CREDIT INSTITUTIONS IN EMPOWERING COMMUNITY'S ECONOMY:STUDY BASED ON SOCIAL CAPITAL <i>I Gede Cahyadi Putra and I Gusti Ngurah Bagus Gunadi</i>	538-549
WOMEN GROUP EMPOWERMENT THROUGH LIFESKILL TRAINING <i>I Made Suryana and Ida Bagus Widiadnya</i>	550-554
COMMUNITY ENGAGEMENT BASED ON SCHOOL AWARENESS ON SUSTAINABLE DEVELOPMENT <i>Ida Bagus Suryatmaja and I Made Nada</i>	553-556
APPLIED SCIENCE AND TECHNOLOGY ON WARNASARI AND TUKADAYA VILLAGE, JEMBRANA DISTRICT, BALI PROVINCE IN SECOND YEAR <i>I Made Legawa, Tri Djoko Setyono, I Made Sudiana, I Ketut Widnyana, and Ni Wayan Rustiarini</i>	557-561
APPLIED SCIENCE AND TECHNOLOGY FOR THE LOCAL CREDIT INSTITUTION IN BATUAJI KAWAN VILLAGE, TABANAN, BALI <i>I Nyoman Putra Yasa and I Gede Cahyadi Putra</i>	562-571

TRACK 3. ECONOMY AND MANAGEMENT

IMPACT OF CREDIT ON FARMER HOUSEHOLD WELFARE IN INDONESIA <i>Made Wahyu Adhiputra</i>	573-581
ECONOMIC AND SUSTAINABLE DEVELOPMENT <i>Made Antara and Made Sri Sumarniasih</i>	582-594
THE ACCOMODATION THAT DOES NOT SUPPORT SUSTAINABLE TOURISM DEVELOPMENT (CASE STUDY IN UBUD TOURISM AREA) <i>A.A.A. Ngurah Harmini and Nyoman Mastiani Nadra</i>	595-603
RECRUITMENT PROCESS AS AN IMPORTANT STEP FOR SUSTAINABLE ORGANIZATIONAL DEVELOPMENT <i>Aria Andriyadi and Anggraini Sukmawati</i>	604-607
THE INFLUENCE OF ACADEMIC CLIMATE ON UNIVERSITY STUDENTS' BRAWLING THROUGH LOCUS OF CONTROL <i>Sukma Nurilawati Botutihe</i>	608-618
CUSTOMER RELATIONSHIP MANAGEMENT (CRM) AND APPLICATION IN EDUCATIONAL INSTITUTIONS <i>Putu Astri Lestari</i>	619-626
EFFECTIVE LEADERSHIP STYLE IN IMPROVING STAFF MOTIVATION AND SUSTAINABEL SERVICE EXCELIENT IN HIGHER EDUCATION <i>Inten Pertiwi</i>	627-634
TAX COMPLIANCE AND TAX ADMINISTRATION <i>I Nyoman Kusuma Mahaputra</i>	635-639
FINANCIAL AND NON FINANCIAL FACTORS THAT AFFECT THE COMPANY GETS GOING CONCERN AUDIT OPINION <i>Ni Nyoman Ayu Suryandari</i>	640-649
GOING CONCERN OPINION AND AUDITOR CHANGES: THE ROLE OF AUDIT COMMITTEE IN INDONESIA <i>Luh Komang Merawati</i>	650-658
PROFIT INTERPRETATION: TRADITIONAL SELLERS IN DENPASAR (STUDY HERMENEUTIKA INTENSIONALISME) <i>Putu Kepramareni</i>	659-663
BRAND COMMUNITY AS AN EFFECTIVE MEANS OF POSITIVE WORD OF MOUTH <i>Agus Wahyudi Salasa Gama, Ni Wayan Eka Mitariani, and Gede Gama</i>	664-670
SERVICE EXCELLENCE IS A KEY FOR DEVELOPING SUSTAINABLE RESTAURANT BUSINESS <i>I Nyoman Winia and I Ketut Redjasa</i>	671-678
FOOD AND BEVERAGE DEPARTMENT IS AS A HERO IN GETTING PROFIT FOR HOTEL DEVELOPMENT IN ASEAN ECONOMY COMMUNITY (AEC) ERA AND IN FREE TRADING ERA THIS YEAR IN 2015 <i>I Ketut Redjasa</i>	679-684

BUDGET AND PROFITABILITY ANALYSIS AS A MANAGEMENT TOOLS TO MAXIMIZE PROFIT AT THE CHEDI CLUB TANAH GAJAH UBUD HOTEL <i>I Ketut Sugiarta</i>	685-690
THE EFFECT OF NATIONAL SOCIAL SECURITY ON THE EMPLOYEES PERFORMANCE OF THE CHEDI CLUB HOTEL TANAH GAJAH UBUD BALI <i>I Gusti Ayu Hayatti Yowani</i>	691-695

TRACK 4. HEALTH AND EDUCATION

THE EFFECT OF JIGSAW II – STAD AND SELF-CONFIDENCE ON STUDENTS’ SPEAKING SKILL <i>Dewa Ayu Ari Wiryadi Joni</i>	697-707
THE ADJUSTMENT MADE IN THE TRANSLATION OF ENGLISH MONOTRANSITIVE CLAUSE INTO INDONESIAN: A SOCIOSEMIOTIC APPROACH TO TRANSLATION <i>A.A. Istri Yudhi Pramawati</i>	708-719
SLOW DEEP BREATHING REDUCES HIGH BLOOD PRESSURE IN HYPERTENSIVE PATIENTS <i>Dame Elysabeth, Sedia Simbolon, and Belet Lydia</i>	720-725
HEALTH EDUCATION OF PRE- HOSPITAL ASSESSMENT FAST (FACE, ARM, SPEECH, TIME) IMPROVES CADRES KNOWLEDGE ON EARLY DETECTION OF STROKE <i>Dame Elysabeth, Sedia Simbolon, and Belet Lydia</i>	726-731
THE EFFECT OF I-SEARCH AND SELF-EFFICACY ON STUDENTS IN EFL ACADEMIC WRITING <i>Anak Agung Putri Maharani</i>	732-742
DIDACTICISM IN VERBAL ART: A CASE WITH THE POEMS “PROMISE”, “MENGHADAPI MAUT”, AND “LUH” <i>I Wayan Resen</i>	743-756
POWER OF MEDITATION AS AN ENERGY GENERATOR THE HUMAN SPIRITUALITY (PERSPECTIVE HINDUISM THEOLOGY) <i>Pande Wayan Renawati</i>	757-765
THE DEVELOPMENT OF EARLY CHILDHOOD EDUCATION IN SEMARANG CITY <i>Siti Hasanah and Wildana Latif Mahmudi</i>	766-775
THE HEALTHY AND HYGIENIC BEHAVIOR: ANALYTICAL FROM SOCIAL CONSTRUCTION PERSPECTIVE <i>Muria Herlina</i>	776-790
PRINCIPALS’ ROLE IN INCREASING TEACHER JOB SATISFACTION <i>Grace Jenny Soputan</i>	791-797

PRODUCTION OF PHOSPHATE (P) FROM FUNGAL ISOLATES COLLECTED FROM RHIZOSPHERE OF AROMATIC RICE TANATORAJA <i>Abri, Tutik Kuswinanti, Enny Lisan Sengin, and Rinaldi Sjahrir</i>	798-802
LOCAL CULTURE BASED MODEL AND CONCEPT IN GENETICS LEARNING AS THE EFFORT TO ENHANCE UNDERSTANDING AND CULTURE PRESERVATION <i>Gusti Ayu Dewi Setiawati</i>	803-813
THE EFFECT OF MODIFIED COLLABORATIVE STRATEGIC READING AND VOCABULARY MASTERY ON THE READING COMPETENCY OF THE SECOND SEMESTER STUDENTS OF ENGLISH EDUCATION STUDY PROGRAM OF MAHASARASWATI DENPASAR UNIVERSITY <i>Paramita Dharmayanti, P. A.</i>	814-825
ROLE PLAY IN SPEAKING CLASS <i>Luh Ketut Sri Widhiasih and Nyoman Deni Wahyudi</i>	826-832
ENGLISH LEARNING ACTIVITIES FROM SCRAP PAPERS; PUTTING ECO-PEDAGOGY INTO PRACTICE <i>Ni Luh Putu Dian Sawitri</i>	833-836
FUNCTIONS AND MEANINGS OF <i>GENJEK KADONG ISENG</i> IN KEEPING SOCIAL LIFE SUSTAINABILITY <i>Ida Bagus Nyoman Mantra</i>	837-843
THE IMPROVEMENT OF ENGLISH SPEAKING SKILL THROUGH <i>TRI PREMANA</i> BASED LEARNING AT THE ENGLISH STUDY PROGRAM OF FKIP UNMAS DENPASAR <i>I. A. Md Sri Widiastuti and I. B. N Mantra</i>	844-849
ENGAGING STUDENTS THROUGH DEMOCRATIC APPROACH <i>I Gde Putu Agus Pramerta</i>	850-861
SOCIAL CAPITAL AND SOCIAL NETWORKING ANALYSIS OF LEARNERS ON FIRST GRADE, SECOND GRADE AND HIGHER EDUCATION IN BALI <i>Cornelius Sri Murdoyuwono and Ni Gst. Ag. Gde Eka Martiningsih</i>	862-872
REVIEW OF POTENCY ANTIOXIDANT FROM TEMPEH TO PREVENT ATHEROSCLEROSIS <i>I G A Ari Agung</i>	873-878
APPLIED SCIENCE AND TECHNOLOGY ON CASSAVA PROCESSING IN NUSAJAYA VILLAGE, HALMAHERA TIMUR, MALUKU UTARA <i>Sofyan Samad</i>	879-883

COMMITTEE REPORT

1. The honorable Rector of Mahasaraswati Denpasar University.
2. The honorable invited speaker, Prof. Darussalam Abu Bakar from MARA University of Technology (UiTM) Malaysia
3. The honorable Prof Sundani Norono Suwandi from Institute Technology of Bandung (ITB)
4. The honorable Dr. Jennifer Day from Melbourne University, Australia.
5. Honorable distinguished guests, and participants

Om Swastiastu

Assalamu 'alaikum Warahmatullahi Wabarakatuh,

Good morning and May the Almighty God give us joy and prosperity.

Excellencies, ladies and gentlemen,

On behalf of the Organizing Committee, it is my pleasure and privilege to welcome all the distinguished speakers, guests, and participants to this 2nd International Conference on Sustainable Development (I C S D).

I also wish to take this opportunity to welcome Prof. Darussalam Abu Bakar our Speaker from MARA University of Technology (UiTM) Malaysia who has an expert on Communication and Broadcasting. Also, Prof. Dr. rer. nat Sundani Nurono Soewandhi, he's a lecturer from Institute Technology of Bandung (ITB), he focuses on crystallographic studies of pharmaceutical solid materials especially on solid interaction and he also created some National Community Programs for Directorate General of Higher Education. And then, Dr. Jennifer Day, lecturer of Urban Planning in University of Melbourne. Her research is in transportation economics, economic development, and urban/regional economics. Currently, she is a lead author in Vice Chancellor's proposal on urbanization to the Australian Agency for International Development (AusAID)

Excellencies, ladies and gentlemen,

Prior to the conference, the Steering Committee has carried out a number of preparation activities, from announcing the call for paper to research centers, universities, and government agencies, up to paper selection. There are 142 manuscripts submitted to the Committee. Having been reviewed, 115 papers will be presented at the seminar, and 15 will be displayed at poster session. The paper included in this proceedings deal with major areas in the field of sustainable

development, such as Macroeconomics, Urban and Regional Planning, Sustainable Agriculture and Food Systems, Education, and Community Empowerment.

The Reviewers are selected for their scientific backgrounds and expertise, which consists of professors and senior researchers from Mah Saraswati Denpasar University and from invited speaker (UiTM and ITB).

I should also inform you that around 200 experts, researchers, and academia from research centers, universities, and government agencies have been invited to the Conference; including our partners from Mara University of Technology (UiTM) Malaysia University of Melbourne, ITB, Udayana University, Ganesha University of Education, Bogor Agriculture Institut (IPB) Bali State Polytechnic, University of Hasanudin, Tadulako University, Halueleo University, Samratulangi University, Bengkulu University, Muhamaddiah University, Malang, Pare-pare, Pelita Harapan University. Ujung Pandang State Polytechnic, Assessment Institute for Agricultural Technology (AIAT) Bali.

To conclude, I would kindly ask the Rector of Mah Saraswati Denpasar University, Bapak Dr. Drs I Made Sukamerta, MPd to give his welcoming remark and to officially open the conference.

I wish you a fruitful discussion on our sessions, and have a joyful stay in Bali. Thank you.

Om Shanti Shanti Shanti Om

Wassalamu'alaikum Warahmatullahi Wabarakatuh.

**Chairman of International 2nd International Conference on Sustainability
Development
Dr. Ir. I Ketut Sumantra, MP**

OPENING SPEECH

Om. Swastyastu

The honourable Prof. Abubakar Darussalam experts in the field of Communication and Broadcasting at University Teknologi MARA (UiTM) at Shah Alam, Malaysia

The Honourable Prof. Sundani Nuroho, experts in the field of Community and also as Reviewer of the Higher Education Community Service

The Honourable. Dr. Jennifer Day, Urban Planning in the University of Melbourne an expert in the field of Regional Planning

The Honourable Vice Rectors, Deans, the Quality Assurance and all panelists and other speakers

Distinguished guests Ladies and gentlemen

It's my pleasure to welcome you all to the Opening ceremony of the 2nd International conference on sustainability development (ICSD)", held by Mahasaraswati University. I have also to say a warm welcome that this morning all of us can join this international Seminar with the theme of the Global Sustainable Development. I also would like to welcome the speakers and panelists from within and outside the country. On behalf of Mahasaraswati University, I would like to thank all of you for attending this event and I am very pleased and honored to have the opportunity to join you here at the opening ceremony.

Ladies and Gentlemen

This theme was chosen by the committee based on the result of the insistence of civil society organizations and networks on a global level. The Johannesburg meeting in 2002, which was attended by world leaders led to the concept of social responsibility, as a complement of the two concepts, namely the economic and environmental sustainability. The principle of sustainability is intended to encourage growth, especially for the poor in environmental management and institutional capacity to manage development, to integrate the economic, ecological, and social diversity. Therefore, research on sustainable development should be disclosed in a broader dialogue like in this international conference.

The conference is expected to accommodate the researchers to push their thoughts on sustainable development in a wider scale. In addition, this conference is expected to generate ideas in all fields of sustainable development. I think this theme is very relevant and contextual to the development and dynamics of the era of globalization. These topics are important to be discussed properly and it can be used as a kind of academic forum which would bring benefits to the policy makers in the field of

sustainability of development. Hopefully this seminar can discuss the issues related to the major theme, to improve the current understanding of science in the field of sustainable development.

Ladies and Gentlemen

In this international seminar various experts, researchers, and academicians, from all sectors joined. Therefore I have to thank to all the speakers, presenters, and participants, who have taken the time and leave the daily tasks to participate to the success of this prestigious seminar.

However, we believe that, this seminar will benefit us for an exchange of knowledge and experience as well as many unique issues related to sustainable development, as well as innovative measures to accelerate the competitiveness and sustainability of development. At the same time, we will accommodate a wide range of issues as well closely related to infrastructure development, climate change, rural-urban relations, and sustainable development in general.

On this occasion I would like to express gratitude to the sponsors who have helped financially for this seminar. I also would like to thank the committee who have worked hard for the success of this event and hopefully the seminar can run smoothly and opens up great opportunities for all. I wish you all a very successful and fruitful seminar. Thank you.

**Rector of Mahasaraswati Denpasar University
Dr. Drs. I Made Sukamerta, M.Pd**

2nd ICS D
INTERNATIONAL CONFERENCE
ON SUSTAINABILITY DEVELOPMENT

Bali, 28 February - 1 March 2015

KEYNOTE SPEAKERS

Prof. Darussalam Abu Bakar
Universiti Teknologi MARA (UiTM), Malaysia

Prof. Sundani Nuroso Soewandhi
Bandung Institute of Technology (ITB), Indonesia

Dr. Jennifer Day
University of Melbourne, Australia

BRAND COMMUNITY AS AN EFFECTIVE MEANS OF POSITIVE WORD OF MOUTH

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Abstract

Brand provides benefits not only for producers but also consumers. Brand helps identify a product. Brand also can strengthen the relationship between companies and customers through the creation of an emotional relationship. The stronger the emotional relationship that exists between a customer with a brand can create a brand community. Members of a brand community will share the experience and their love towards the top brands nearby. Love of the community for a brand can be used as a positive word of mouth and is very effective for promotion. This study aimed to determine the effect of brand communities for positive word of mouth. Respondents in this study is a member of the Vario Bali Riders totaled 67 people. The analysis technique used in this research is multiple linear regression. The analysis of regression is used to determine the causal relationship that occurs between brand community which consists of a consciousness of a kind, shared rituals and traditions and a sense of moral responsibility towards positive word of mouth. consciousness of a kind a significant effect on positive word of mouth, while the shared rituals and traditions and a sense of moral responsibility has no effect.

Keywords: brand community, word of mouth

1. Introduction

Brand is not just a name. Brand is the identity consisting of a sign, name, logo, or symbol to distinguish one product with other similar products. Brand helps consumers to considering a product that purchase decision easier. Many companies realize that the brand is part of a company that is very valuable and become a strategic marketing tool.

Awareness of the brand has a positive impact for every business. Brand provide good benefits for producers and consumers. Along with the changing environment and the role of brand value has changed the lives of both producers and consumers. The brand has grown from just to identify the goods or services to be an invaluable tool for companies and consumers. Brand maintain relationships with consumer products, so consumers have a closer relationship with the brand and very complex. The company also more aware of the brand as a tool attached can not be separated from a company.

The existence of the brand is currently providing an important role for companies and consumers. Brand has its own position in the social life of the community. Companies and consumers are demanding more than a name brand. Brands that have been fused in the consumer's life will give a meaning to life, creating a sense of

belonging and the opportunity to connect with people who are like-minded. Consumers today are trying to get to know the preferred brand in order to gain more knowledge of the brand. When this is not enough for a brand just trying to satisfy consumer expectations. Brand today is expected to provide education to the consumer, so that can help consumers in their life support.

Companies that want to win the competition should be able to create a brand better than the competitors, so they can look more superior. Good brand will not withhold information or refuse consumer interest in the brand, but provides an opportunity for consumers to connect, learn and get involved. Good and strong brand is a clear differentiator, valuable and sustainable, spearheading the company's competitiveness, and very helpful in marketing strategies. Strong brand is also an adhesive company with customers by creating an emotional connection with customers.

Through the brand community relationship between the company and customers can more closely and continuously. The impact of a community can not be felt in the short term, but in the long-term impact was huge, because the community is not an instant strategy (Marketing, 2014).

According to Muniz Jr. and O'guinn (2001) brand community is a specialized form of community, which is bound in social relationships based on shared indulgence on a particular brand is not on geographical location. Members of the community can come together, support each other even communicate through social interaction online or offline (Dholakia and Algesheimer, 2009).

Muniz Jr. and O'guinn (2001) found three dimensions of brand community is consciousness of a kind is a feeling of belonging to a group that emerged from the relationship of the members and the distinct feeling that is felt by those who are not members of the community, shared rituals and traditions is a form of activities and habits among the members, and a sense of moral responsibility is a form of moral responsibility to the community members, fellow members, and the brand is carried.

Brand community is now grown almost all over the world even in Bali especially. More and more communities that brands can be found be an indication that the community has evolved into a social phenomenon. Usually the brand communities can be categorized community formed by the brand owner company and communities formed from the initiative of its members without companies intervention. One of the brand community in Bali is Vario Bali Riders.

Community Vario Bali Riders abbreviated Viber is a community where members are fond of motorcycles owned Honda's automatic type the vario. This community is not formed by the company, but formed voluntarily by its members as a form of love of their top brands Vario. No element of intervention of company against Vario Bali Riders that deliberately promote the brand Vario. Vario Bali Riders formed as a gathering place, communicating and sharing of experiences in the motorcycles Vario usage. The members exchange information about brand as well as to find solutions to solve the problems related to the motorcycle Vario usage. Mutual aid and

cooperation are woven each member to make the members feel comfortable in the community, they also can gain knowledge about the product.

Promotion can be done through the community word of mouth. Word of mouth through the community is considered as an effective promotion because the community will share their experiences on everyone they meets. Much of the research on brand communities have sprung up. One of them in Indonesia conducted by Basalamah (2010) in her research found that brand community influence on word of mouth, every member of the community can act as an effective brand ambassador. Microsoft says the community can play a role as an ambassador for brand because the community has the ability advocacy as good as having a celebrity as a brand ambassador (marketing, 2014). Costs incurred by the community is relatively lower than using a famous person. Each product and information can be received well because the community help to voice back. They who joining in the community can provide a lot of useful advices about products.

1.1 Questions

Brand community has become a social phenomenon who growing in society. Vario Bali Riders is a motorcycle enthusiast community matic brand Honda Vario, who formed voluntarily. As a form of love for the members of the Vario Bali Riders Vario against vario motorcycle, which routinely perform activities that are positive. Although the activities carried out Vario Bali Riders can be categorized indirectly promote the brand Vario, but has yet to determine its effect on positive word of mouth. Therefore, the formulation of the problem in this study include:

- a. Does consciousness of a kind effect on the Positive Word of Mouth?
- b. Is shared rituals and traditions affect on the Positive Word of Mouth?
- c. Is a sense of moral responsibility effect on the Positive Word of Mouth?

1.2 Literature Riview

Albert Muniz Jr. and Thomas C. O'guinn (2001) stated Brand Community is a form of community that buffs, have an attachment who not based on geographical location, but rather based on the craze on a particular brand. They divide the community into a brand consciousness of a kind, shared rituals and traditions, and a sense of moral responsibility.

Word Of mouth is interpersonal communication between the two even more individuals as reference group members or consumers and salespeople (Assael, 1995). The shape of word of mouth communication delivered by people who are satisfied can lead to a recommendation to other potential customers, encouragement to fellow to do business with the provider where customers are satisfied and say good things about the service providers where they are satisfied (Zeithmal, 1996) .Word of mouth is more reliable when compared with the personal seller. Basalamah (2010) found that brand community influence on word of mouth. Members Predilection of the brand and joined in a community, making them better understand the intricacies

of brand. The predilection that can encourage the community to act as an agent who spread positive stories about the brand.

1.3 Hypothesis

H1: consciousness of a kind effect on the Positive Word of Mouth

H2: shared rituals and traditions affect on the Positive Word of Mouth

H3: a sense of moral responsibility affect on the Positive Word of Mouth

2. Materials and Methods

Respondents in this study amounted to 67 people who are members of Viber. Data obtained from the completed questionnaires then processed and tabulated. Questionnaires were also tested for validity and reliability before continuing on data processing.

The analysis technique used to determine the effect of brand community on positive word of mouth is a multiple regression. Brand community consists of three dimensions, namely consciousness of a kind, shared rituals and traditions, and a sense of moral responsibility. Classic assumption test performed in order to obtain a model which BLUE (Best Linear Unbiased Estimation). Test assumptions used include the normality test, heteroscedasticity test, and multicollinearity test.

3. Result and Discussion

The validity testing of using the Pearson correlation the questionnaires is valid. This result is known from r-test of each indicator is greater than r-table is 0.296. Based on the reliability of the questionnaire stated reliable testing. These results can be known from the alpha value cronbach of each variable-value above 0.7.

Table 1. Cronbach Alpha

Variabel	Cronbach alpha	Keterangan
x1	0,822	reliabel
x2	0,799	reliabel
x3	0,902	reliabel
y	0,856	reliabel

Source: Data processed

Normality test performed using the Kolmogorov-Smirnov analysis. Value-sig asymp produced 0.763 greater than 0.05, then based on these results revealed normal distribution of data.

Table 2. VIF

Variabel	VIF
consciousness of a kind	1.279
shared rituals and traditions	1.345
sense of moral responsibility	1.262

Source: Data Processed

Test Multicollinearity seen from VIF. VIF value of each variable is less than 10 then declared multicollinearity is not occur.

Table 3. Glejser test result

Variabel	Sig
consciousness of a kind	0.223
shared rituals and traditions	0.924
sense of moral responsibility	0.134

Source: Data Processed

Glejser test is used to test heteroscedasticity. Based on the results of glejser test each variable is not significant at the 0.05 level with absolute residual, so that concluded there is no heteroscedasticity problems.

Based on the classical assumption that the model has been declared BLUE, so testing using multiple linear regression can be done. The regression results are shown in Table 4

Table 4. Regression result

Variabel	Unstandardized Coefficients Beta	Sig
consciousness of a kind	0.169	0.001
shared rituals and traditions	0.088	0.314
sense of moral responsibility	0.119	0.135
F = 10.099		Sig. 0.000
Adj.R ² = 0.293		

Source: Data Processed

In Table 4 it can be seen consciousness of a kind significantly has a positive effect on Positive WOM. This result is known from the significant value of 0.001 obtained is less than 0.05, so the first hypothesis can be accepted. A positive influence can be seen from the resulting regression coefficient of 0.169. Consciousness of a Kind as a single unit that collectively create a feeling different from others outside the community once their attachment to the brand, company, among the members of the community and the community itself. Feeling bound will facilitate the emergence of positive word of mouth. Feeling needed and considered a driving force members to spread the positive things about the brand.

The second hypothesis states Share rituals and traditions affect the positive WOM is not proven. Generated significant value of 0.314 is greater than 0.05 concluded shared rituals and traditions no effect. Sharing activities in terms of activities and habits are only able to strengthen unity among the members of the community, but are not able to attract the intention of members to further spread positive information about the brand. Emerging trends is that they not only tell about the brand community activities.

Sense of moral responsibility does not affect the brand. The third hypothesis is not proven seen from the significant value generated by 0.135 greater than 0.05. This result can be caused by a community is accountable only to the community rather than the brand. The basic idea of community formation Viber is a sense of community and equality among members, where they form a community to get together and fun. Responsibility for the brand appears only when there is a threat to the community, so there is not significantly influence on positive word of mouth.

4. Conslusion

Based on the results and discussion in advance it can be concluded that not all the dimensions of brand community influence on positive WOM. Only one proved the hypothesis that consciousness of a kind significantly affect on the positive WOM. Shared rituals and traditions as well as a sense of moral responsibility does not affect the positive WOM. Judging from the beta coefficients produced consciousness of a kind showed a positive effect on positive WOM. Consciousness of a kind creates an impression that distinguishes the members of the community with people outside the community. The members tend to divide positive information to people outside the community to show that the community has a value followed. Kind also raises awareness of the desires of the community talked about the positive things that can embrace people outside the community to join.

Managerial Implication

Management companies should pay attention to the existing brand communities. Brand community can assist companies in conveying a positive message about the brand to the public. People who are members of a community to be much more familiar with the brand products that the community carried. Ties were forged between the brand owner company with members of the community will be stronger brand.

This study is limited to only one community so that the results can not really be generalized. Advanced research related to the brand community is urgently needed to clarify the link between brand community with WOM.

Acknowledgement

The author would like to thank profusely to all members Viber Bali that have willing to take the time to fill out our questionnaire study. Thanks also to the ICSD 2nd committee which has given us the opportunity to present the results of this study.

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